Contents

1. Website Design ↗
2. Website Development ↗
3. Mobile App Development ↗
4. Search Growth Solutions ↗
   (SEO, AEO & GEO)
5. Sales & Outreach ↗
6. Social Media Content Creation ↗

Website Design

Outcome-focused websites that convert and scale

Platforms: WordPress, Framer, Webflow, Shopify, Custom MERN
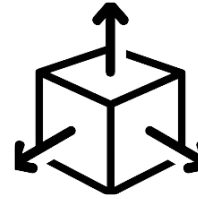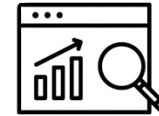
Client Outcomes and Business Benefits:

Higher conversion rates with a high-converting, mobile-ready site

Faster load times that drive better engagement and SEO

Clearer messaging supported by a scalable design system for future growth

Analytics-ready foundation to track ROI and optimize performance

Packages (scope & timeline)

Launch
$750–$1,250
(2–3 Weeks)

5–7 Pages
Conversion-first
Layout
Mobile-optimized
Core Tracking
Basic On-page SEO
2 Revisions

Growth
$1,600–$2,800
(3–4 Weeks)

10–15 Pages
UX Copy Polish
CMS Collections
CRO Best Practices
Schema
Analytics Dashboard
3 Revisions

Custom MERN
$3,900–$7,500+
(4–8 Weeks)

Fully Custom Components
Design System
Performance Budget
API Integrations
QA Suite
3 Revisions

Deliverables by package

Launch

- ✓ Wireframe → high-fidelity UI (5–7 pages)
- ✓ Responsive build + Core Web Vitals baseline
- ✓ GA4 + basic events (CTA, form submit)
- ✓ Basic on-page SEO (titles, meta, headers)
- ✓ 2 rounds of revisions
- ✓ Handover docs + 14-day warranty

Growth (everything in Launch, plus)

- ✓ 10–15 pages + CMS collections (blog, case studies)
- ✓ CRO improvements (above-the-fold clarity, CTA testing plan)
- ✓ Structured data (schema) for rich results
- ✓ Analytics Looker/Datastudio dashboard
- ✓ 3 revisions
- ✓ 30-day warranty

Custom MERN (everything in Growth, plus)

- ✓ Component library & tokens (scalable design system)
- ✓ Performance budget + lab & field testing
- ✓ API integrations (CRM, payments, search, auth)
- ✓ Automated QA suite (visual, unit, smoke)
- ✓ DevOps handoff + CI/CD setup
- ✓ 3 revisions
- ✓ 60-day warranty + training

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

Even **0.1s faster load** can lift conversions **3.6–10.1%** (industry-dependent). NitroPack

1s delay can cut conversions **up to ~20%** (retail/app). Google Business

+100ms latency can reduce conversions **~7%**; **2s slower** can double bounce rate. Akamai

Sites loading in **1s vs 5s** see **~2.5× higher e-com conversion**. WP Rocket

Client outcomes & benefit stats (evidence-based ranges)

Expected impact by package (typical within 8–12 weeks post-launch)

Launch:

➢ Page speed: **20–35% faster** vs old site

➢ Conversion rate: **+8–15%** (from clearer CTA + mobile polish)

➢ SEO/engagement: **+10–20%** organic clicks on branded pages (metadata & structure)

Growth:

➢ Page speed: **30–45% faster**

➢ Conversion rate: **+15–25%** (CRO + schema + UX copy)

➢ SEO/engagement: **+20–35%** impressions/clicks (CMS + schema)

Custom MERN:

➢ Page speed: **40–60% faster**

➢ Conversion rate: **+20–35%** (custom components, performance budget)

➢ Ops efficiency: ↓**30–50%** dev time for new pages (design system & CI/CD)

Notes: *The exact lift depends on baseline quality, traffic mix, and offer strength; the ranges align with widely reported speed + conversion relationships and CRO best practices.*
(Google Business, Akamai, NitroPackWP, Rocket)

Pricing (IBIZN vs US & EU market)
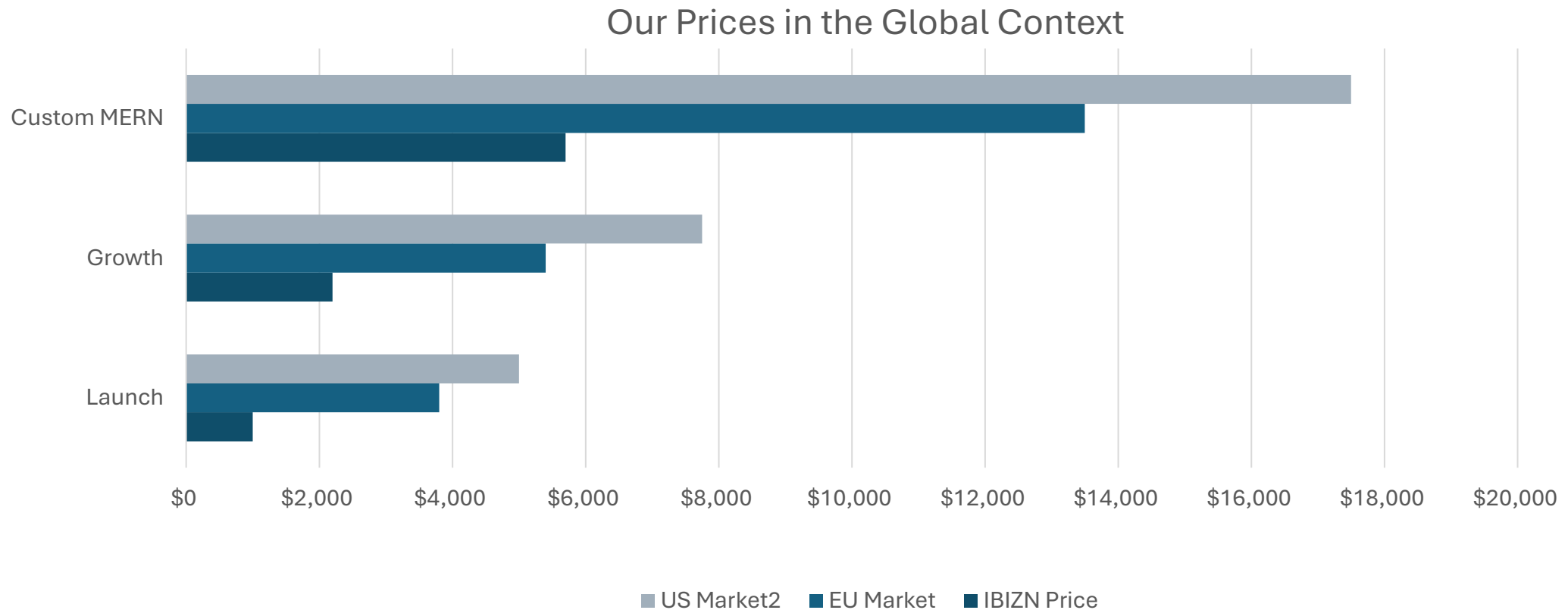
Notes: *All figures are based on average and mid-range pricing (TechRadar, SoftTeco, Blocs Forum, Blocs Forum, SoftTeco, TechRadar)*

Website Development

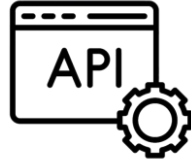Build scalable website that launch fast and scale securely

Tech Stack: MERN • Django REST

Client Outcomes and Business Benefits:

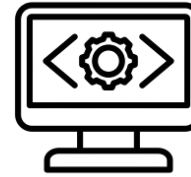**Faster product releases**
Accelerated development cycles help bring your ideas to market quickly.
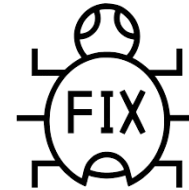

Secure, maintainable APIs
Well-structured APIs ensure data security and long-term reliability.

Maintainable codebase
Clean, scalable code makes future updates and improvements easier.

Reduced bugs & downtime
Rigorous testing and stable architecture minimize errors and disruptions.

Packages (scope & timeline)
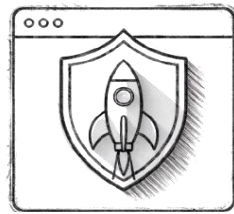
MVP
$6,500–$12,000
(4–8 Weeks)

Auth
CRUD Modules
Admin Panel
API Docs + CI Pipeline
Basic Automated Tests
✔Launch Your Product
Quickly With A Secure
Foundation
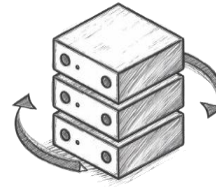
Scale
$15,000–$35,000
(3–6 Months)

Role-based Access
Queues
Caching
Observability
Autoscaling Setup
✔Support Multiple Users
Efficiently

Enterprise
$40,000–$90,000+
(6–12 Months)

SSO Integration
Soc2-friendly Logging
Data Retention Policies
Performance Slos
HA (High Availability)
Architecture
✔Enterprise-grade Reliability

Deliverables by package

MVP

- ✓ User auth (JWT/OAuth2)
- ✓ CRUD modules with admin panel
- ✓ API documentation (Swagger/Postman)
- ✓ CI pipeline (GitHub Actions/GitLab CI)
- ✓ Unit & integration test setup

Scale (everything in MVP, plus)

- ✓ Role-based access control (RBAC)
- ✓ Message queues & caching (Redis/Kafka)
- ✓ Observability (metrics, logs, tracing)
- ✓ Autoscaling (Kubernetes/Cloud-native setup)
- ✓ Load & performance testing

Enterprise (everything in Scale, plus)

- ✓ Single Sign-On (Okta, Auth0, Azure AD)
- ✓ SOC2-ready logging & data retention
- ✓ Performance SLOs + SLIs (tracked & reported)
- ✓ High-availability architecture (multi-region setup)
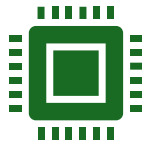- ✓ Disaster recovery + failover tests

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

Faster Releases (MVP)
Launching an MVP takes 3–4 months vs. 9+ months for a full product. (AmericanChase.com)

Reduced Defects & Better Onboarding
Automated testing and CI/CD cut post-release defects by ~60% (DORA 2022 Accelerate State of DevOps Report), and well-documented APIs improve developer onboarding by 25–35%. (Postman 2023 State of the API Report)

Scalability & High Availability
Caching with Redis handles 5–10× more users (Redis Use Cases - by Neo Kim), while high-availability architecture achieves 99.9–99.99% uptime. (Google Cloud Building Blocks of Reliability)

Faster Recovery & Incident Response
Observability tools reduce MTTR by 40% (New Relic 2023 Observability Forecast), and clear SLOs/SLIs improve incident response by ~50%. (Google SRE Handbook)

Cost Optimization & Compliance
AWS Well-Architected best practices reduce operational costs 20–30% (AWS Well-Architected Framework), and SOC 2/GDPR compliance cuts audit costs and risks 15–25%. (Deloitte Cost of Compliance and Regulatory Productivity)

Client outcomes & benefit stats (evidence-based ranges)

Expected client benefits
(based on benchmarks)

MVP:

➢ Time-to-market reduced by **30–40%** vs scratch builds
➢ **~60% fewer post-launch defects** due to automated testing & CI/CD
➢ API documentation improves onboarding efficiency by **25–35%** for new devs

Scale:

➢ Handles **5–10× more concurrent users** than MVP builds (with caching & autoscaling)
➢ Mean time to recovery (MTTR) reduced by **40%+** (observability & monitoring)
➢ Operational costs optimized (queues/caching reduce infra load by **~20–30%**)

Enterprise:

➢ System uptime **99.9–99.99% SLA** with HA architecture
➢ Compliance-ready (SOC2/GDPR) → reduces audit costs & risk by **15–25%**
➢ **~50% faster incident response** (due to SLO/SLI tracking & DR drills)

Note: *Stats synthesized from modern DevOps & SaaS engineering benchmarks*

Pricing (IBIZN vs US & EU market)
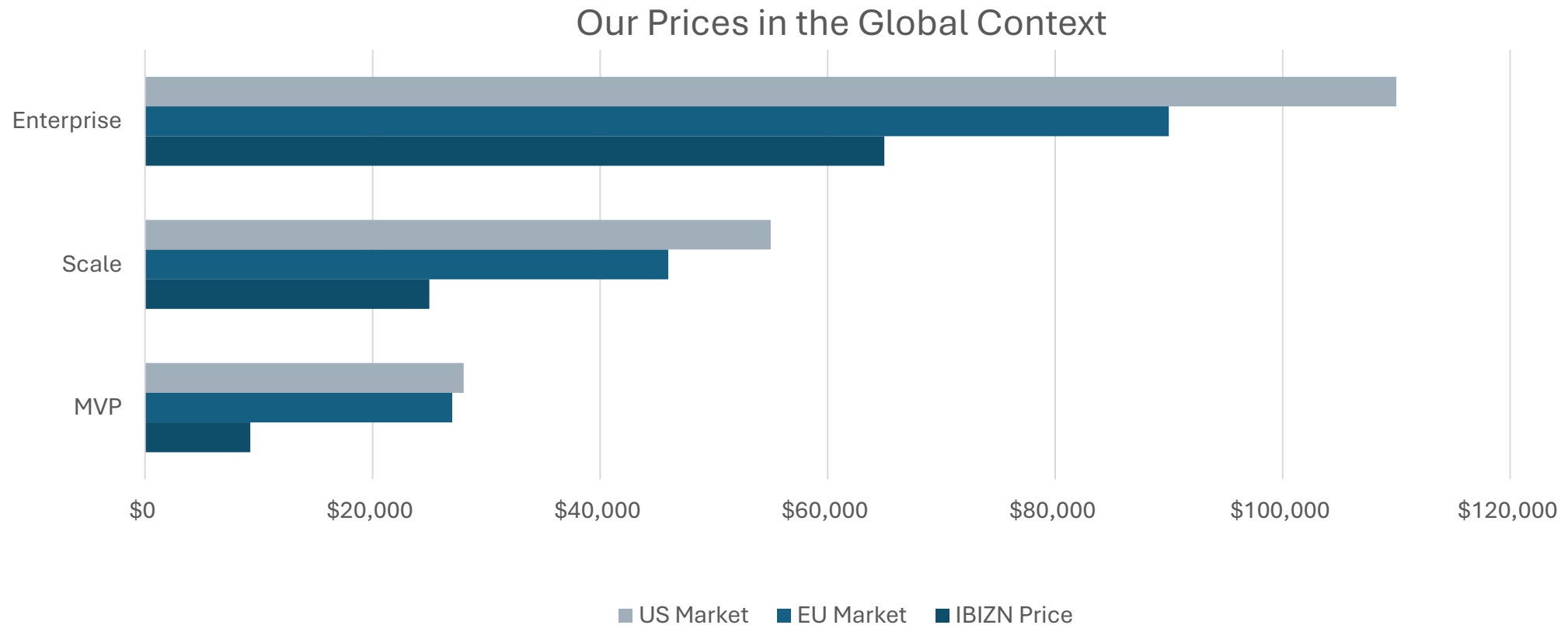
Notes: *All figures are based on average and mid-range pricing (Toptal, Cleveroad, GeeksForGeeks, Cleveroad, GeekyAnts, Cleveroad, GoodFirms, synexdigital.com, synexdigital.com, Easify Technologies)*

Mobile App Development

From idea to app store, seamless mobile experiences that scale with your business

Platforms: Android • iOS

Client Outcomes and Business Benefits:

Higher retention & reduced churn
Optimized UX, smooth performance, and reliable apps keep users coming back and reduce abandonment by ~10–25%

Crash-free, app store-ready apps
Fully tested, compliant, and reliable apps ensure user satisfaction and readiness for launch

Enhanced engagement & revenue potential
Push notifications, deep links, offline features, and Growth/Pro packages drive interaction, conversion, and revenue.

Scalable, cost-efficient performance
Modular architecture, advanced caching, and well-architected apps support growth and reduce long-term maintenance costs by 15–20%.

Faster time-to-market & data-driven insights
MVP package enables early market entry, while analytics and A/B testing guide smarter product decisions.

Packages (scope & timeline)
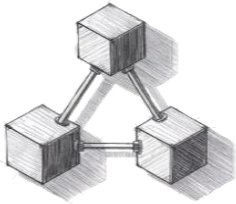
MVP
$12,000 – $25,000
(6–10 Weeks)

Flutter Native Development
Core App Flows
Analytics Integration
OTA Updates
Testflight / Play Store Testing
✓Get Your App Live Fast To
Validate Ideas And Enter The
Market Early
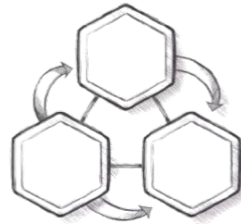
Growth
$28,000 – $55,000
(4–6 Months)

Push Notifications & Deep Links
Payment Integration
Offline Mode
A/B Testing
SDK Hardening & Security
Improvements
✓Enhance Engagement, Retention,
And Customer Satisfaction
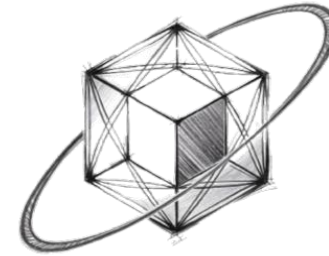
Pro
$60,000 – $120,000+
(6–12 Months)

Modular Architecture & Advanced
Caching
CI/CD Setup & Multi-environment
Support
Performance Budgets & Optimization
Scalable, Enterprise-ready App Design
✓Optimized Performance For Scaling
And Long-term Growth

Deliverables by package

MVP

- ✓ Flutter Native app
- ✓ Core app flows
- ✓ Analytics integration
- ✓ OTA updates
- ✓ TestFlight / Play Store testing
- ✓ UX/UI wireframes & basic design
- ✓ QA & functional testing

Growth (everything in MVP, plus)

- ✓ All MVP deliverables
- ✓ Push notifications & deep links
- ✓ Payment integration
- ✓ Offline mode
- ✓ A/B testing setup
- ✓ SDK hardening & security improvements
- ✓ Intermediate UI/UX enhancements
- ✓ Beta testing & user feedback analysis

Pro (everything in Growth, plus)

- ✓ All Growth deliverables
- ✓ Modular architecture & advanced caching
- ✓ CI/CD setup & multi-environment support
- ✓ Performance budgets & optimization
- ✓ Scalable, enterprise-ready app design
- ✓ Advanced analytics & dashboards
- ✓ Ongoing maintenance & post-launch support

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

User Retention Rates
Day 1 Retention:
Approximately 26% on
Android and 23.9% on iOS.
Day 30 Retention:
Approximately 2.1% on
Android and 2.1% on iOS.
Business of Apps

Crash-Free Session Rates
Median Crash-Free
Session Rate: 99.94%
across all apps. High-
Performing Apps: Achieve
up to 99.99% crash-free
sessions. Instabug

**MVP Development
Timeline**
Average Development
Time: Typically ranges from
6 weeks to 6 months,
depending on complexity.
Glance

Development Costs
Simple Apps:
Approximately $30,000 to
$60,000. Medium
Complexity Apps:
Approximately $60,000 to
$150,000. Complex Apps:
Approximately $120,000 to
$200,000.
SpdLoad+1Sapphire
Software Solutions

Client outcomes & benefit stats (evidence-based ranges)

Expected client benefits (based on benchmarks)

MVP

➢ **Faster time-to-market:** Launch your app quickly to validate ideas and enter the market early.
➢ **Early user feedback:** Gather insights to refine features and improve user experience.
➢ **Increased user acquisition:** Rapid launch can lead to early adopters and initial user base growth.
➢ **Foundation for scaling:** Establish a solid base for future enhancements and scalability.
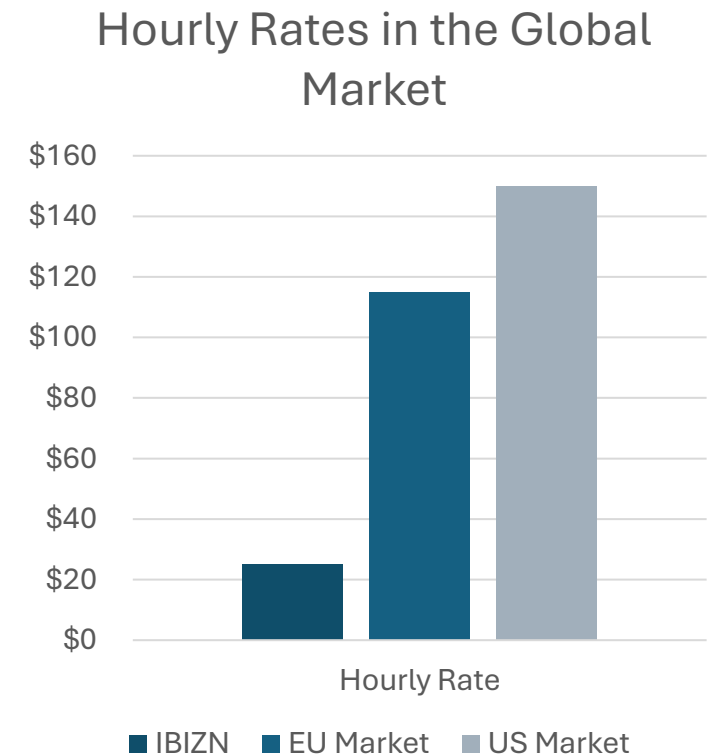
Growth

➢ **Enhanced user engagement:** Implement features like push notifications and deep links to keep users engaged.
➢ **Improved retention rates:** Offer offline capabilities and personalized experiences to retain users.
➢ **Higher retention:** Apps with improved UX and features can see **up to a 30% increase in user retention**.
➢ **Increased revenue:** Enhanced features can lead to higher in-app purchases and subscriptions.

Pro

➢ **Scalable architecture:** Build a robust app structure to handle growth and increased user base.
➢ **Optimized performance:** Implement advanced caching and CI/CD pipelines for seamless updates.
➢ **Improved app stability:** Achieve **99.95% crash-free sessions**, aligning with industry standards.
➢ **Long-term scalability:** Ensure the app can handle increased traffic and user interactions without performance degradation.

Notes: Statistics based on current industry benchmarks in mobile app development, DevOps, and SaaS engineering.

Pricing (IBIZN vs US & EU market)

Our Prices in the Global Context

(Bar chart comparing Pro, Growth, and MVP pricing tiers across US Market, EU Market, and IBIZN Price, with x-axis from $0 to $250,000)

Legend: US Market, EU Market, IBIZN Price

Hourly Rates in the Global Market

(Bar chart showing hourly rates — IBIZN ~$25, EU Market ~$115, US Market ~$150, with y-axis from $0 to $160)

Hourly Rate

Legend: IBIZN, EU Market, US Market
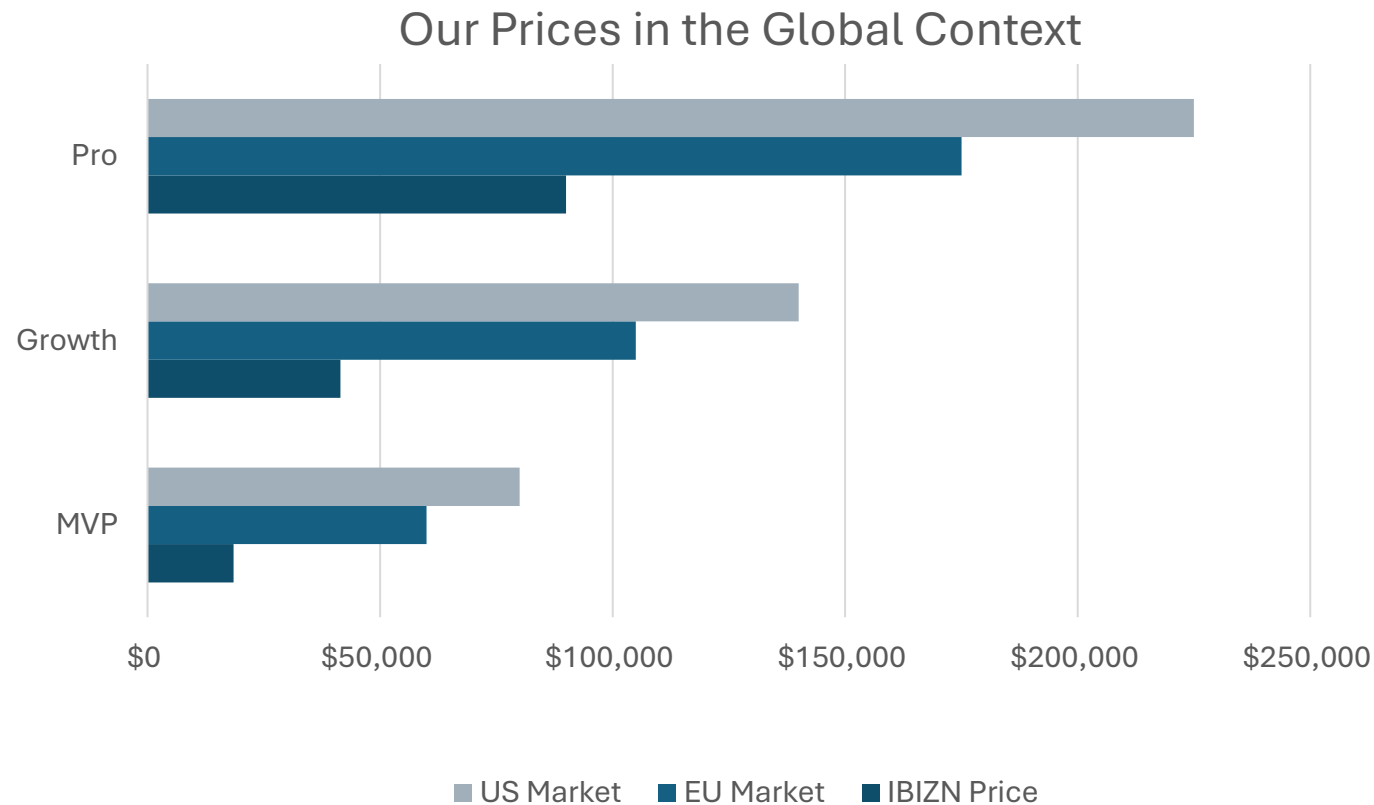
Notes: *All figures are based on average and mid-range pricing(**Business of Apps**, **Simtech Dev**, **Space-O Technologies**, **Flexiple**, **Sapphire Solutions**, **Nectarbits**, **AgloWid IT**, **SPDLoad**)*
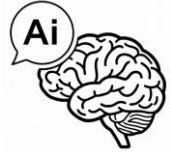
Search Growth Solutions (SEO, AEO & GEO)

Rank higher, get cited by AI, and stay visible across search and generative platforms

Client Outcomes and Business Benefits

Generative Visibility
Achieve AI Citation Authority
$0-Click Visibility: Get quoted by SGE/LLMs to build ultimate brand trust.

Future-Proofing
Secure Multi-Platform Presence
Mitigate AI Risk: Proactively protect against ~25% organic traffic loss to AI answers.

Qualified Traffic
Maximize High-Intent Organic Flow
10x Traffic ROI: SEO leads close at 14.6%, delivering your highest-quality pipeline.

Conversion Focus
Own Conversational Answers
High-Impact CTR: Structured AEO answers deliver 3x to 5x higher CTR than traditional links.

Local Dominance
Win "Near Me" & Voice Search
3x Local Leads: Optimized GEO listings are 70% more likely to result in a visit.

Packages & Pricing
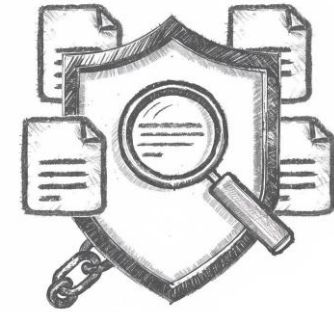
Essential – $350/mo

- SEO Audit & 10 Pages On-Page Optimization
- 70 Links/Month (niche edits + directories)
- Keyword Strategy
- Google Search Console & GMB Hygiene
- Monthly Report

Plan	Cost	Savings
1 Month	$350	–
3 Months	$950	Save $100
6 Months	$1,800	Save $300
12 Months	$3,200	Save $1,000

Packages & Pricing

Growth – $510/mo

- Everything in Essential + Technical Backlog Fixes
- 90–110 Links/Month
- 4 SEO Articles/Month
- Local SEO
- Internal Linking Revamp
- Monthly KPI Report

Plan	Cost	Savings
1 Month	$510	–
3 Months	$1,450	Save $80
6 Months	$2,750	Save $310
12 Months	$5,200	Save $920

Packages & Pricing

Scale – $1,200–$1,800/mo

- Content Engine (6–10 SEO Articles/Month)
- 120–220 Links/Month
- Digital PR Sprints
- CRO Experiments for Conversions
- Local SEO
- AEO & GEO

Plan	Cost	Savings
1 Month	$1,200 ~ $1,800	–
3 Months	$3,400 ~ $5,200	Save $200
6 Months	$6,600 ~ $10,200	Save $600
12 Months	$12,400 ~ $19,600	Save $2,000

Deliverables by Package

Deliverables / Features	Essential	Growth	Scale
SEO Audit & On-Page Optimization (10 pages)	✅	✅	✅
Monthly Backlinks	70 links	90–110 links	120–220 links
Content Plan & Keyword Strategy	✅	✅	✅
SEO Articles	–	4 articles/mo	6–10 articles/mo
Technical SEO Backlog Fixes	–	✅	✅
Internal Linking Revamp	–	✅	✅
Local SEO	–	✅	✅
AEO & GEO	–	–	✅
Digital PR Sprints	–	–	✅
CRO Experiments	–	–	✅
Google Search Console & GMB Hygiene	✅	✅	✅
Monthly KPI Report	✅	✅	✅

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

Qualified Traffic & ROI

SEO leads close at 8.5x higher conversion rate than outbound leads, with a close rate of 14.6%.
([Search Atlas](#))

Answer Engine Optimization (AEO)

Winning a Featured Snippet (Position Zero) can capture 35.1% of all clicks for that search query.
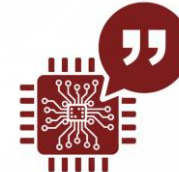([Engine Scout Study](#))

Local Dominance (GEO)

Businesses with a complete Google Business Profile are 70% more likely to get a visit and 2.7x more likely to be trusted.
([Krofile / Google Data](#))

Generative Visibility (AI)

Brands with high authority and web mentions are 10x more likely to be cited in AI Overviews (SGE/LLMs).
([1827 Marketing](#))

Client outcomes & benefit stats (evidence-based ranges)

➤ **Organic Search Dominates Traffic:** Organic search drives **53%** of all website traffic, making it the most critical channel for visibility. ([Monster Insights](#))

➤ **Google's Market Share: 90%+** of global search engine traffic is handled by Google, confirming it must be the primary SEO focus. ([Statista](#), [Monster Insights](#))

➤ **The #1 Click Rate:** The first organic result on Google receives an average Click-Through Rate (CTR) of approximately **27.6%**. ([Backlinko](#), [Loopex digital](#))

➤ **First Page is Critical: 75%** of users never scroll past the first page of search results. ([AIOSEO](#))

➤ **Mobile-First World:** Mobile devices account for over **58%** of global website traffic. Mobile optimization is non-negotiable. ([Smart Insights](#))

➤ **Local Search Intent:** Around **46%** of all Google searches have a "local" intent (e.g., "restaurants near me"). ([Search Atlas](#))

➤ **Backlinks & Content Length:** Long-form content (e.g., words) earns **3.5x** more backlinks than average content, which is key to authority. ([AIOSEO](#))

Notes: Statistics based on current industry benchmarks in SEO, PPC, and digital analytics.

Pricing (IBIZN vs US & EU market)

Our Prices in the Global Context

Hourly Rates in the Global Market
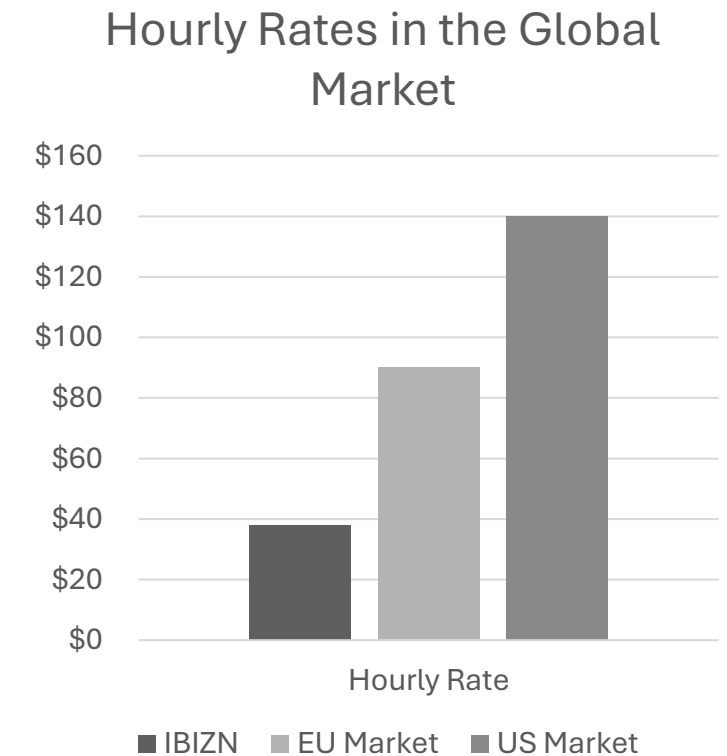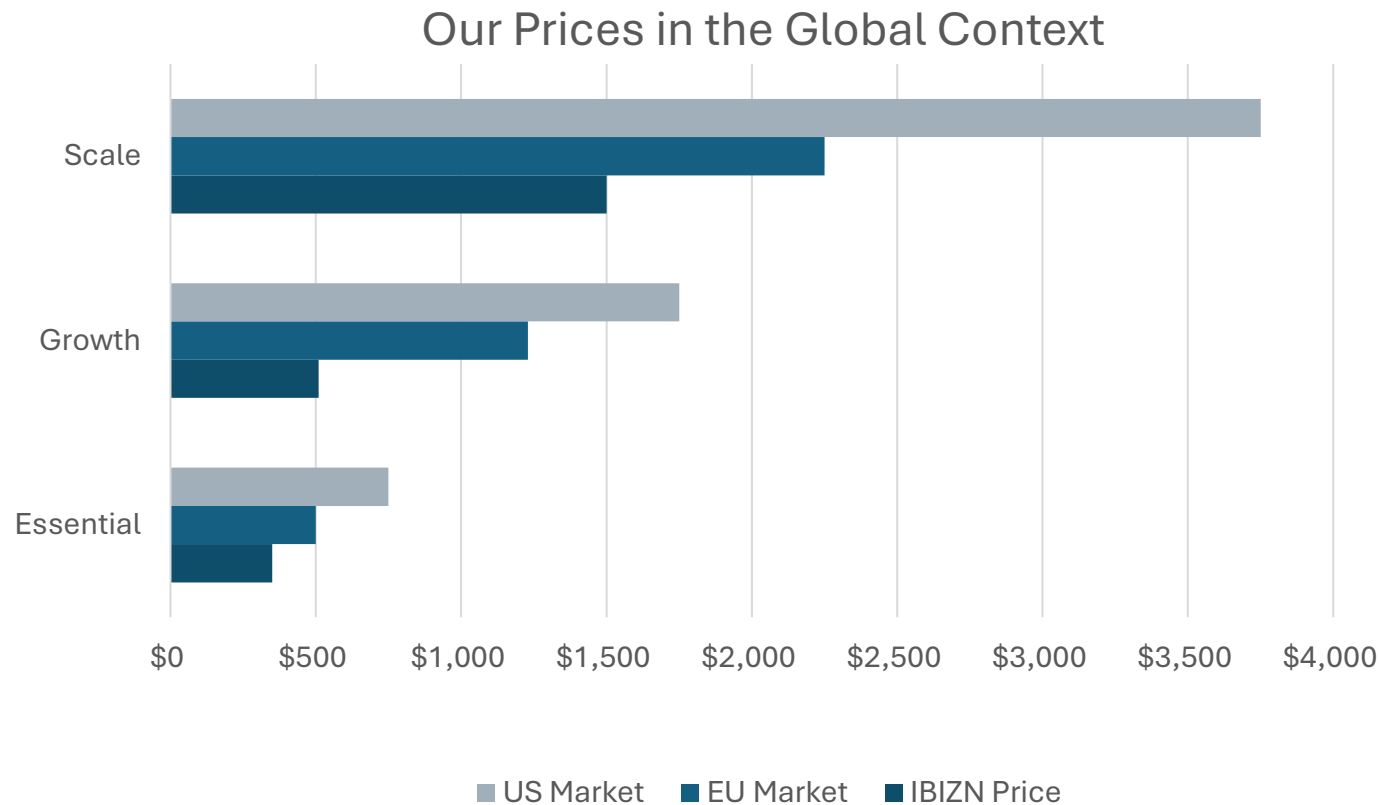
Notes: All figures reflect *average to mid-tier hourly rates* based on recent regional benchmarks. (Ahrefs, SeoProfy, Backlinko, Clutch, KlientBoost, AboveA, MarketerHire, SeoProfy, Technext, Geomotiv, cyaniclab.com, Brainhub, MoldStud)
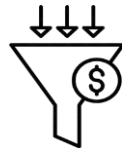
Client Outcomes & Business Benefits

Qualified Meetings Pipeline
Gain a consistent flow of high-quality, targeted meetings with potential clients, ensuring your sales team focuses on prospects who are most likely to convert.

Warmer Sales Pipeline
Nurture leads effectively across email and LinkedIn, turning cold prospects into engaged contacts, reducing sales cycle time.

Repeatable Prospecting System
Implement a scalable and automated outreach process that your team can rely on, making lead generation predictable and efficient.
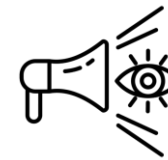
Enhanced Brand Presence
Strengthen your brand visibility on professional networks like LinkedIn, creating trust and recognition among target audiences.

Revenue Growth Potential
With more qualified leads and optimized outreach, businesses can expect measurable increases in conversion rates and overall sales performance.

Packages

Email Lite
$650/Mo

List Build-up (Up To 600 Leads)
3-step Email Sequence
Inbox Warm-up
CRM Logging

LinkedIn Growth
$700–$1,040/Mo

Profile Polish
200–400 Invites/Week
3-touch LinkedIn Sequence
Content Assistance
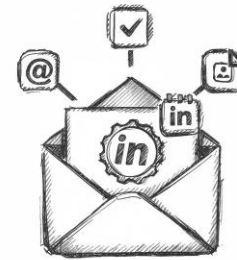
Full Cycle
$1560–$2,899/Mo

Multi-channel Outreach (LinkedIn + Email)
ICP Research
A/B Messaging
SDR Booking Support

Deliverables by Packages

Email Lite	LinkedIn Growth	Full Cycle
✓ Up to 600 targeted leads added to your prospect list ✓ 3-step personalized email sequence ✓ Inbox warm-up to improve deliverability ✓ CRM logging and tracking of all outreach activities ✓ Basic reporting on open rates, clicks, and replies	✓ LinkedIn profile optimization for credibility and engagement ✓ 200–400 targeted connection invites per week ✓ 3-touch personalized LinkedIn message sequence ✓ Assistance with content ideas/posts to engage prospects ✓ CRM logging of LinkedIn interactions ✓ Weekly reporting on connection growth, responses, and engagement	✓ Multi-channel outreach: LinkedIn + Email campaigns ✓ ICP (Ideal Customer Profile) research to target the right prospects ✓ A/B testing of messaging for higher response rates ✓ SDR (Sales Development Representative) support for booking meetings ✓ Comprehensive reporting on email & LinkedIn performance, conversions, and ROI ✓ Campaign optimization and strategy adjustments for maximum results

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

Email Open Rates (B2B Outreach)
The average open rate for B2B cold emails is approximately 36%. SmartLead+5B2B Rocket AI+5Belkins+5

LinkedIn Connection Acceptance Rates
The average acceptance rate for LinkedIn connection requests is around 30%. Email Search+2SalesBread | 1 B2B Lead Per Day+2

Reply Rates to LinkedIn Messages
The average reply rate to LinkedIn messages is approximately 20%. SalesBread | 1 B2B Lead Per Day+1

B2B Conversion Rates
The average B2B conversion rate across various industries is about 2.9%. Skylead+6Ruler Analytics+6Bookyourdata+6

Client outcomes & benefit stats (evidence-based ranges)

Email Lite ($560/mo)

- **Open Rate**: ~36%
- **Reply Rate**: ~7%
- **Conversion Rate**: ~2.6% (Skylead)
- **Qualified Meetings**: Approximately 8–12 per month
- **Warmer Pipeline**: Enhanced lead engagement and nurturing
- **Repeatable Prospecting**: Establishing a consistent outreach process (vwo.com, ViB Tech)
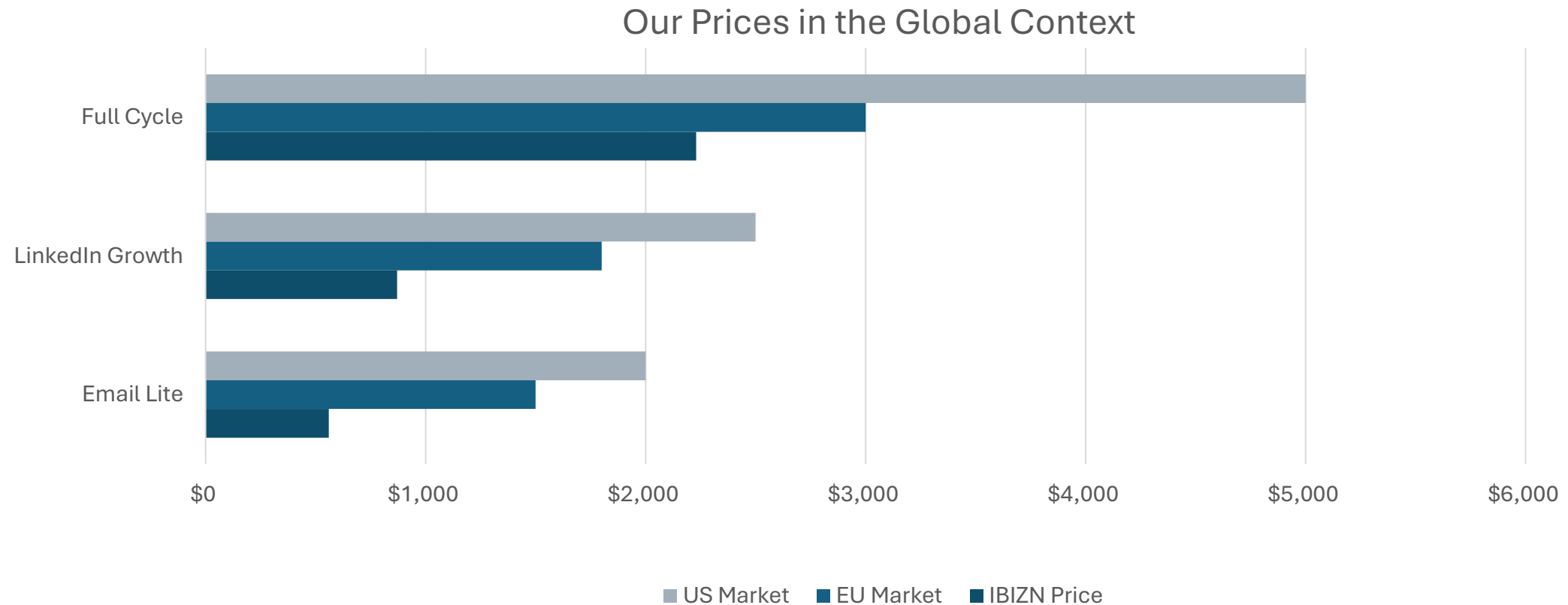
LinkedIn Growth ($700–$1,040/mo)

- **Connection Acceptance Rate**: ~30%
- **Reply Rate**: ~20%
- **Conversion Rate**: ~2.4% (vwo.com)
- **Qualified Meetings**: Approximately 10–15 per month
- **Warmer Pipeline**: Increased engagement through personalized outreach
- **Repeatable Prospecting**: Scalable LinkedIn outreach strategy (Email Search, Skylead)

Full Cycle ($1560–$2,899/mo)

- **Open Rate**: ~36%
- **Reply Rate**: ~7%
- **Conversion Rate**: ~2.6% (Ruler Analytics)
- **Qualified Meetings**: Approximately 15–25 per month
- **Warmer Pipeline**: Comprehensive engagement across multiple channels
- **Repeatable Prospecting**: Integrated outreach strategy for sustained lead generation

Notes: These outcomes are based on industry benchmarks and may vary depending on the specific industry, target audience, and execution quality. It's essential to continuously monitor and optimize outreach strategies to achieve the best results.

Pricing (IBIZN vs US & EU market)

Our Prices in the Global Context

Horizontal bar chart comparing prices across US Market, EU Market, and IBIZN Price for three service tiers:

- **Full Cycle**: US Market ≈ $5,000; EU Market ≈ $3,000; IBIZN Price ≈ $2,250
- **LinkedIn Growth**: US Market ≈ $2,500; EU Market ≈ $1,800; IBIZN Price ≈ $900
- **Email Lite**: US Market ≈ $2,000; EU Market ≈ $1,500; IBIZN Price ≈ $600

Legend: ▬ US Market ▬ EU Market ▬ IBIZN Price

X-axis: $0, $1,000, $2,000, $3,000, $4,000, $5,000, $6,000

Notes: *All pricing data is based on current US and EU market research from publicly available agency packages and service providers. Values represent commonly offered ranges or mid-tier packages to ensure fair comparison with IBIZN's pricing. (Expandi.io, Masson International, Callbox Inc., Retainful, LYFE Marketing, Blue Marloc, Artisan, Blue Marloc, Scalelist, Blue Marloc,)*

Social Media Content Creation

Boost engagement, authority, and growth with cost-smart social content

Client Outcomes & Business Benefits

Steady Engagement Growth
Consistent posting across platforms builds an active audience, increasing likes, shares, and comments, keeping your brand in front of the right people.
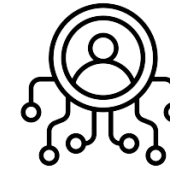
Stronger Brand Authority
High-quality, trend-aware content positions your business as a trusted voice in your industry, improving credibility and customer trust.

Increased Website Traffic
Optimized posts with targeted calls-to-action drive audiences from social media directly to your site, boosting potential leads and conversions.

Deeper Customer Connection
Community replies, UGC-style content, and personalized interactions help foster loyalty, turning followers into repeat buyers.

Measurable Business Growth
Monthly performance reports link social activities to tangible KPIs, helping you see real ROI in awareness, reach, and revenue impact.

Packages

Presence
$500/Mo

9 Posts Per Month
Captions & Scheduling
Consistent Brand Presence

Engage
$750–$1200/Mo

10 –17 Posts
Incl. 9–13 Short Videos
Trend Hooks & Hashtag Research
Monthly Performance Report

Grow
$1,400–$2,499/Mo

24–32 Assets
Incl. 17 – 26 Videos
Ugc-style Edits & Promo Calendars
Community Replies & Engagement
Support

Deliverables by Packages

Presence – $500/mo	Engage – $750–$1,200/mo	Grow – $1,400–$2,499/mo
✓ 9 custom-designed posts per month across various platforms ✓ Engaging captions optimized for audience & tone ✓ Scheduling & publishing at best times ✓ Consistent visual branding with templates	✓ 10-17 posts per month (mix of static + visuals) ✓ 9-13 short-form videos (reels/TikTok) tailored to trends ✓ Hashtag & trend research for better reach ✓ Monthly performance report with engagement insights ✓ Captions crafted for conversions (hooks, CTAs)	✓ 24-32 creative assets per month (static, reels, carousels) ✓ 17-26 videos with UGC-style edits for authenticity ✓ Community engagement: replying to comments & basic inbox handling ✓ Promotional content calendars (campaign-based) ✓ Advanced copywriting with sales hooks ✓ Strategic content mix (awareness, engagement, conversions)

Client outcomes & benefit stats (evidence-based ranges)

Benchmarks:

Follower Growth

Instagram: ~6 % monthly growth for small/medium brands; TikTok: ~21% monthly growth.

Emplifi

Website Traffic & Social Reach

Businesses with managed social packages reported **25 – 50 % increase in website traffic** and up to **100 % increase in social reach** within 3–6 months.
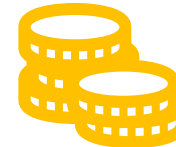
Cleartail Marketing

Multi-Platform Strategy → Sales Lift

Diversifying content across platforms can raise **web sales by 2–5 %** due to repeated audience exposure and reinforced brand messaging.

arXiv

Revenue Gains from Social Media

Businesses have seen **up to 133 % increase in revenue** attributable to social media marketing.

Wikipedia

Client outcomes & benefit stats (evidence-based ranges)

PACKAGE	ESTIMATED BENEFITS (3–6 MONTHS)
Presence ($500/mo)	➢ **Follower Growth:** +6–10% monthly (moderate, platform-dependent) ➢ **Website Traffic:** +15–25% (consistent posting drives modest lift) ➢ **Social Reach:** +30–50% (organic reach increase)
Engage ($750–$1,200/mo)	➢ **Follower Growth:** +12–18% monthly (adds short videos and trend hooks) ➢ **Website Traffic:** +35–50% (improved CTR from captions & hashtag strategy) ➢ **Social Reach:** +60–80%
Grow ($1,400–$2,499/mo)	➢ **Follower Growth:** +20–30% monthly (high-volume, multi-format presence across platforms) ➢ **Website Traffic:** +50–70% (UGC videos, community replies, fuller strategy) ➢ **Sales Lift:** +2–5% (via multi-platform effects)

Note: Statistics are based on current industry benchmarks in social media content creation services and may evolve over time as industry trends and technologies advance.

Pricing (IBIZN vs US & EU market)
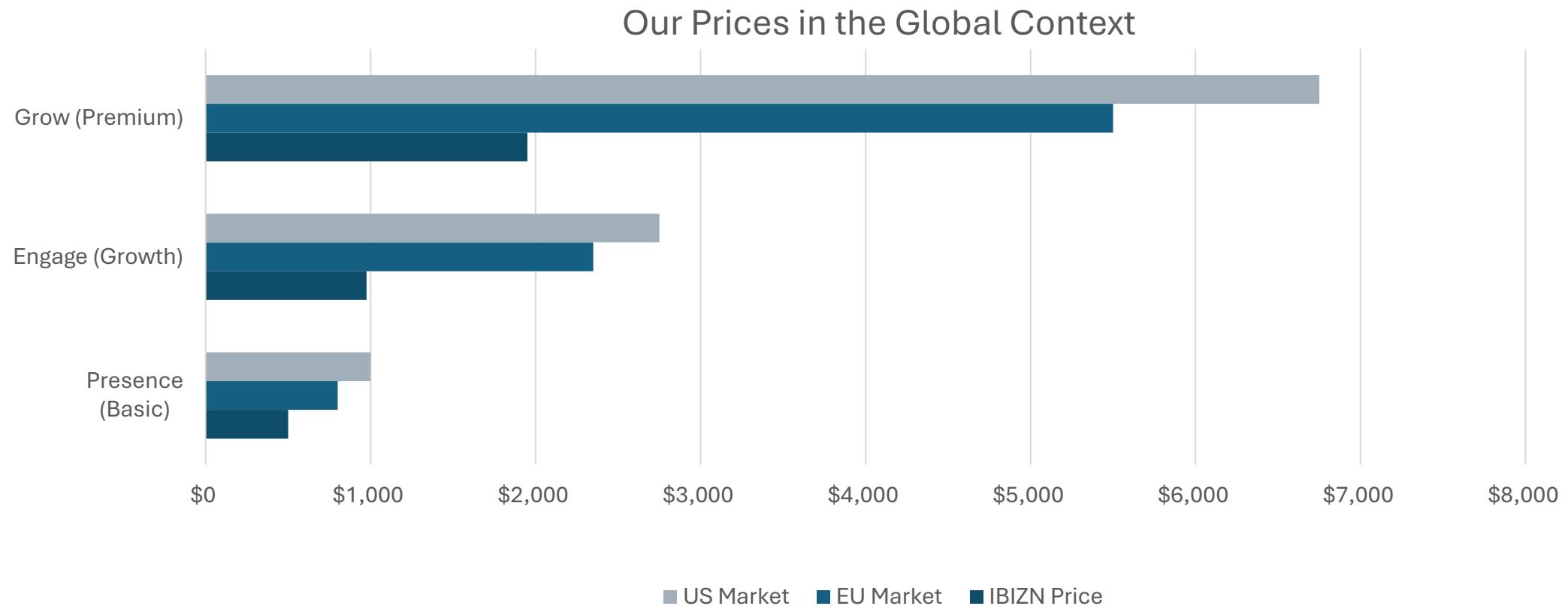
Our Prices in the Global Context

Notes: All pricing data is based on current US and EU market research from publicly available social media management packages and agency services. Values represent typical ranges or mid-tier offerings to provide a fair comparison with IBIZN's competitive pricing. (AgencyAnalytics, Sprout Social, WebFX, Planable, Expert Market)

Thank You

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